

Employer call out for Marketing / Operations / Project Management Assistants

 Are you a small business owner or startup founder in need of support with low-level marketing, operations & administrative tasks?

 Tasks which take up large amounts of time you don't have, but tasks that need to be done so your business can be healthy?

 At the same time, are you looking for diverse staff?

The Creative Co-Operative (The CCO) is an award winning social enterprise that has placed dozens of high calibre, diverse workers in Australian small businesses and startups. These workers have directly supported business owners and founders successfully manage and or grow their business, such as Cynch Security, Spark Deakin, Tech Ready Women (TRW), to name a few.

The CCO is taking Expressions of Interest to support a maximum of 10 Inner Metropolitan small businesses / startups access talent from 2023 (please go to the next page for more information on exact supports / skills you could expect from candidates).

REGISTER YOUR NAME AND EMAIL ID FOR MORE INFORMATION: <https://forms.gle/S9HTHdqPYzfpjgrGA>



Christie Whitehill, Founder and Director, TRW

"The CCO is a great organisation to work with if you want to build your business success. Diana has been a superstar working with [us] to drive marketing, operations, and community. We couldn't run [it] without her! Diana's dedication has contributed to our net promoter score (NPS) of 79.71, well above the industry standard of 71. The mentoring and quality of communication with the TRW team were identified as the main strengths of the program.

Diana's strong communications skills are demonstrable in driving our marketing performance, which is above the industry benchmark across the board. This includes open rates for EDM (33%, benchmark is 25%), social media engagement (10%, benchmark is 6%) and campaign reach on social media (5 times higher than benchmark)."

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Employers will be able to access the following supports:

1. Effective **content marketing** to build visibility and awareness of your business / startup (social media, video, content writing - articles, blogs, interviews, etc)
 - Production of effective content on a consistent basis
 - Production of content that performs organically with humans and search engines
2. **Digital marketing** to convert leads / customers online (optimize your website for search engines, use advertising to increase conversions)
3. **Project Management** - small to medium projects (defines, documents and executes projects independently, creates and executes against plan across scope, schedule, quality, risk and communications plans whilst managing costs, times, quality and resources.
4. **Operations and administration** - preparing and filing documents, liaising with external stakeholders / clients / customers and sharing information, scheduling and planning meetings and events, take inventory and order office supplies as needed, update logs and order forms

Frequently Asked Questions

- **What's the catch?** There is none. This is a government-supported program meaning recruitment costs (typically in excess of \$5,000 for similar roles), are subsidised and you receive access to a qualified pool of candidates with work experience, who can hit the ground running. We anticipate a high volume of Employer applicants and will offer our services to Employers on a first come, first serv
- **How do I meet the candidates?** As a first step, we would need to meet you to ensure your requirements and our service offering are 100% aligned. We're a startup ourselves and understand what employers need, so we would screen candidates accordingly, as well as against your requirements to organise 2 to 5 candidate interviews.
- **How much am I meant to pay candidates?** Please refer to Fair Work Australia for guidance on appropriate pay.